

MSR
Station Order Revised
Heinrich for Senate 2012
Market: Albuquerque**Flight Dates:** Monday, October 08, 2012 to Sunday, October 14, 2012

Contact: Jim Giudicessi

Email: Jim.Giudicessi@krqe.com

KASA-TV

Phone: 505-246-2222
 Fax: 505-944-0259
 Direct: 505-998-9530
200515

Estimate ID
11648

Program Name	DP	Days Length	Gross Rate	Mon Oct 08	Tue Oct 09	Wed Oct 10	Thu Oct 11	Fri Oct 12	Sat Oct 13	Sun Oct 14	Total
People's Court	DT	M-F 30	\$30.00 \$60.00	5			1		1		2
Funny Videos	EF	M-F 30	\$50.00 \$100.00		5		1				2
Extra	EF	M-F 30	\$100.00 \$300.00		5	1		1			3
Bones	PT	M 30	\$800.00 \$800.00		5		1				1
New Girl/Mindy	PT	Tu 30	\$600.00 \$600.00		5		1				1
X-Factor	PT	W 30	\$1,650.00 \$1,650.00		4		1				1
Glee	PT	Th 30	\$900.00 \$900.00		4		1				1
Kitchen Nightmare	PT	F 30	\$250.00 \$250.00		5		1				1
KASA 9p News	LN	M-F 30	\$1,000.00 \$1,000.00	3			1				1
Saturday 9p News	LN	Sa 30	\$350.00 \$350.00	4			1		1		1
Sunday 9:30p News	LN	Su 30	\$350.00 \$350.00	4			1		1		1

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastrategies.com

Date/Time Sent: 8/22/2012 6:51:07 AM

KASA-TV

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KASA-TV

Program Name	Days	DP Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct							
Station Gross Totals			\$8,760.00	3	3	4	3	3	1	1	18

Estimate ID
11648

Phone: 505-246-2222

Fax: 505-944-0259

Direct: 505-998-9530

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastrategies.com

Date/Time Sent: 8/22/2012 6:51:08 AM

KASA-TV

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Spot Manager: All, 10/08/12-10/14/12

Order	Alt Order #	Estimate	Date	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 1

Time Period: 1p-2p

200515	11648	10/10/12	:30 P5	1:38:16 PM 10/8-10/14	\$30.00
200515	11648	10/12/12	:30 P5	1:58:25 PM 10/8-10/14	\$60.00

Line: 2

Time Period: 4p-5p

200515	11648	10/09/12	:30 P5	4:13:11 PM 10/8-10/14	\$50.00
200515	11648	10/11/12	:30 P5	4:30:52 PM 10/8-10/14	\$100.00

Line: 3

Time Period: 5p-530p

200515	11648	10/12/12	:30 P5	5:06:48 PM 10/8-10/14	\$100.00
200515	11648	10/10/12	:30 P5	5:14:26 PM 10/8-10/14	\$100.00
200515	11648	10/08/12	:30 P5	5:22:39 PM 10/8-10/14	\$300.00

Line: 4

Time Period: 7p-8p

200515	11648	10/08/12	:30 P5	6:58:30 PM 10/8-10/14	\$800.00
					\$800.00

Line: 5

Time Period: 8p-9p

200515	11648	10/09/12	:30 P5	8:14:40 PM 10/8-10/14	\$600.00
					\$600.00

Line: 6

Time Period: 7p-9p

200515	11648	10/10/12	:30 P4	8:59:50 PM 10/8-10/14	\$1,650.00
					\$1,650.00

Line: 7

Time Period: 8p-9p

200515	11648	10/11/12	:30 P4	9:00:05 PM 10/8-10/14	\$900.00
					\$900.00

Line: 8

Time Period: 7p-8p

200515	11648	10/12/12	:30 P5	7:30:20 PM 10/8-10/14	\$250.00
					\$250.00

Line: 9

Time Period: 9p-930p

200515	11648	10/09/12	:30 P3	9:16:12 PM 10/8-10/14	\$1,000.00
					\$1,000.00

Line: 10

Time Period: 930p-10p

200515	11648	10/10/12	:30 P3	9:38:26 PM 10/8-10/14	\$800.00
200515	11648	10/08/12	:30 P3	9:46:22 PM 10/8-10/14	\$800.00

Line: 11

Spots Manager: All, 10/08/12-10/14/12 (09/24/12 10:50:17 AM)

Spot Manager: All, 10/08/12-10/14/12

Order	Air Order #	Estimate	Date	Lengt	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
Advertiser: POL/Heinrich for Senate (D)									
Agency: Media Strategies & Research									
Line: 10									
Time Period: 930p-10p									
Line: 11									
Time Period: 9p-930p									
	200515	11648	10/13/12	:30	P4	9:27:00 PM 10/8-10/14			\$350.00
									\$350.00
									\$350.00
Line: 12									
Time Period: 930p-10p									
	200515	11648	10/14/12	:30	P4	9:37:11 PM 10/8-10/14			\$350.00
									\$350.00
									\$350.00
									\$8,760.00
									\$8,760.00
									\$8,760.00
									\$8,760.00

[Sorted by: Line]

**AGREEMENT FORM FOR
POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

 FEDERAL CANDIDATE STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
KASA-TV Albuquerque	9/21/2012

I, _____, Media Strategies and Research _____,
 being on behalf of: Martin Heinrich _____, a legally
 qualified candidate of the Democratic _____ political
 party for the office of: U.S. Senate _____
 in the _____ General _____
 election to be held on: Tuesday, November 06, 2012 _____
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			SEE ATTACHED SCHEDULE		

Date of First Broadcast: Monday, October 08, 2012 Date of Last Broadcast: Sunday, October 14, 2012

Total Charges: \$8,760.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Friday, September 21, 2012

Date

Valerie J. Borrego

Signature

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title